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Increase Response through Repetition (and a Hook)

Repeat your advertising message and give people an unforgettable way to reach you

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For most of us, it takes a few times of reading or hearing something for it to stick in our minds. Just think of your favorite television or radio ad – the jingle you catch yourself singing even when the TV or radio is not even on. Chances are you’ve heard that television or radio ad over a dozen times, which is why you’re able to remember it word for word. For me, it’s the Folgers’ “The best part of waking up is Folgers in your cup.”

Repetition in advertising is certainly worth following. More impressions will ensure that more people will remember your advertising message, whether you run radio, television, outdoor campaigns or newspaper ads. And, the more often people see or hear your ads, the more they will establish familiarity with your brand, and you will receive a higher level of credibility for your school.

While repetition is key, it is also important that your message include a “hook” of some sort, something memorable and identifiable. For Folgers, it’s a branding jingle you almost can’t shake. But companies who advertise with the primary objective of generating direct inquiries should consider a strong call-to-action and response tool. For example, Cambria-Rowe Business College features 1-800-NEW-CAREER as the response tool in their advertising campaign, including billboards that get thousands of impressions each day. The admissions department saw an immediate increase in calls and a dramatic reduction in response time. People were calling sooner, and the application cycle was shortening.

“Using the vanity 800 number is an inexpensive way to increase the number of applications we process,” said Mike Artim, Executive Director at Cambria-Rowe. “Since activating 1-800-NEW-CAREER, we are doing extremely well and continue to exceed our recruiting goals. More applications are coming in as a result of our advertising, and I attribute that directly to the vanity 800 number.”

To find a cost-effective and lead-generating vanity 800 number for your school, here’s what you need to do: Contact a provider who has a quality inventory of true vanity 800 numbers. A “true” vanity 800 number is a full vanity with the 800 prefix, like 1-800-NEW-CAREER





(versus a partial vanity that has a combination of numbers and letters like 1-888-252-JOBS). Find a vanity service provider by searching for “vanity 800 numbers.” Many of these providers also offer additional services such as call tracking and call recording. These companion services will further enhance your overall lead tracking and management programs.

- fix for maximum recall and credibility.
- 2. Look for a full vanity 800 number (not a partial vanity).
- 3. Expect your vanity service provider to also have a comprehensive tracking system in place so you can monitor your incoming call volumes, analyze advertising results and capture priceless customer data.

And, the more often people see or hear your ads, the more they will establish familiarity with your brand, and you will receive a higher level of credibility for your school.

It’s important to note that, according to the FCC, it is illegal to sell a toll-free number, so be wary of brokers who offer to “sell” you the perfect toll-free 800 phone number. Moreover, brokers do not have access to the best full vanity numbers, and they most likely do not provide the tracking and recording services that are critical to your overall lead management system.

As with the case of Cambria-Rowe, when used repeatedly in advertising, a number like 1-800-NEW-CAREER will build awareness in your market over time. Not to mention that people have a higher recall rate of vanity numbers in advertising over numeric phone numbers, as proven in numerous consumer research studies.

To recap, there are three principal elements to include in your next advertising campaign:

- 1. A recurring message
- 2. A clear call-to-action
- 3. A memorable response tool so people can easily reach your school

Don’t forget: Creating an advertising campaign is a long-term investment. To further strengthen your recurring ad campaign, include a strong reason for people to call you, and offer people an easy way to contact your admissions department. ■

Even though finding the perfect phone number (one that speaks to your brand like 800-GREAT-CAREER and that people will remember) can present a challenge, it is possible. Just remember to go through these steps:

- 1. Search for a vanity number with the 800 pre-



Laura Noonan has 15 years of experience in the vanity 800 number and telecommunications services industry. She coaches hundreds of clients each year on using toll-free vanity 800 phone numbers as direct marketing tools to increase advertising response rates. Noonan can be reached at lnoonan@800response.com or by calling 1-800.NEW.SALES.

